



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Greene, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Rural Bypasses	57.3%	Population		9,749	9,487
Modest Income Homes	21.7%	Households		4,061	4,006
Simple Living	10.7%	Families		2,702	2,635
City Commons	10.4%	Median Age		37.6	38.9
		Median Household Income		\$22,257	\$24,457

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	41	\$1,088.87	\$4,421,905
Men's	40	\$197.55	\$802,257
Women's	38	\$357.03	\$1,449,882
Children's	49	\$202.07	\$820,619
Footwear	36	\$171.64	\$697,049
Watches & Jewelry	43	\$97.02	\$393,981
Apparel Products and Services ¹	50	\$63.56	\$258,117
Computer			
Computers and Hardware for Home Use	45	\$94.24	\$382,694
Software and Accessories for Home Use	41	\$11.81	\$47,970
Entertainment & Recreation	51	\$1,882.48	\$7,644,739
Fees and Admissions	38	\$236.40	\$960,012
Membership Fees for Clubs ²	41	\$67.98	\$276,054
Fees for Participant Sports, excl. Trips	36	\$41.62	\$169,026
Admission to Movie/Theatre/Opera/Ballet	39	\$58.19	\$236,310
Admission to Sporting Events, excl. Trips	39	\$24.07	\$97,767
Fees for Recreational Lessons	35	\$44.26	\$179,726
Dating Services	47	\$0.28	\$1,129
TV/Video/Sound Equipment	51	\$729.41	\$2,962,135
Community Antenna or Cable TV	56	\$413.02	\$1,677,281
Televisions	44	\$129.95	\$527,737
VCRs, Video Cameras, and DVD Players	51	\$16.88	\$68,565
Video Cassettes and DVDs	50	\$32.66	\$132,643
Video Game Hardware and Software	49	\$17.43	\$70,786
Satellite Dishes	55	\$0.61	\$2,478
Rental of Video Cassettes and DVDs	50	\$25.51	\$103,587
Streaming/Downloaded Video	35	\$0.28	\$1,144
Sound Equipment ³	42	\$89.96	\$365,342
Rental and Repair of TV/Radio/Sound Equipment	53	\$3.10	\$12,572
Pets	58	\$257.97	\$1,047,636
Toys and Games	52	\$77.76	\$315,788
Recreational Vehicles and Fees ⁴	65	\$284.81	\$1,156,617
Sports/Recreation/Exercise Equipment ⁵	46	\$98.86	\$401,463
Photo Equipment and Supplies ⁶	48	\$61.61	\$250,215
Reading ⁷	47	\$135.65	\$550,873
Food	51	\$4,273.66	\$17,355,325
Food at Home	53	\$2,574.80	\$10,456,252
Bakery and Cereal Products	53	\$359.37	\$1,459,386
Meat, Poultry, Fish, and Eggs	54	\$658.97	\$2,676,082
Dairy Products	52	\$292.29	\$1,187,003
Fruit and Vegetables	49	\$406.85	\$1,652,225
Snacks and Other Food at Home ⁸	54	\$857.31	\$3,481,556
Food Away from Home	50	\$1,698.86	\$6,899,073
Alcoholic Beverages	44	\$262.58	\$1,066,343
Nonalcoholic Beverages at Home	56	\$245.57	\$997,248



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	32	\$327.22	\$1,328,824
Vehicle Loans	57	\$3,288.83	\$13,355,928
Health			
Nonprescription Drugs	62	\$70.35	\$285,711
Prescription Drugs	64	\$360.32	\$1,463,275
Eyeglasses and Contact Lenses	53	\$40.52	\$164,543
Home			
Mortgage Payment and Basics ⁹	40	\$3,629.65	\$14,739,998
Maintenance and Remodeling Services	39	\$798.76	\$3,243,748
Maintenance and Remodeling Materials ¹⁰	55	\$227.42	\$923,545
Utilities, Fuel, and Public Services	57	\$2,579.48	\$10,475,279
Household Furnishings and Equipment			
Household Textiles ¹¹	47	\$65.51	\$266,025
Furniture	42	\$274.79	\$1,115,909
Floor Coverings	41	\$39.74	\$161,368
Major Appliances ¹²	51	\$152.89	\$620,873
Housewares ¹³	44	\$42.14	\$171,144
Small Appliances	51	\$18.07	\$73,400
Luggage	40	\$4.03	\$16,372
Telephones and Accessories	44	\$18.83	\$76,471
Household Operations			
Child Care	41	\$166.96	\$678,005
Lawn and Garden ¹⁴	52	\$218.88	\$888,881
Moving/Storage/Freight Express	46	\$23.90	\$97,051
Housekeeping Supplies ¹⁵	54	\$412.24	\$1,674,095
Insurance			
Owners and Renters Insurance	54	\$266.28	\$1,081,354
Vehicle Insurance	53	\$736.29	\$2,990,072
Life/Other Insurance	54	\$309.32	\$1,256,166
Health Insurance	56	\$1,143.21	\$4,642,571
Personal Care Products ¹⁶	51	\$222.44	\$903,310
School Books and Supplies ¹⁷	47	\$56.01	\$227,458
Smoking Products	69	\$310.24	\$1,259,887
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	53	\$2,748.16	\$11,160,276
Gasoline and Motor Oil	58	\$1,468.79	\$5,964,739
Vehicle Maintenance and Repairs	50	\$498.41	\$2,024,048
Travel			
Airline Fares	36	\$150.90	\$612,802
Lodging on Trips	42	\$180.09	\$731,363
Auto/Truck/Van Rental on Trips	33	\$13.01	\$52,847
Food and Drink on Trips	43	\$204.10	\$828,851

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.